CA1
RT
-75S96
#6
GOVT

3 1761 11648795 0

3
GOVT PUBNS

Symposium on Television Violence
Colloque sur la violence à la télévision

PUBLIC PREFERENCE, PRODUCTION SOURCE AND AMOUNT OF VIOLENT AND NON VIOLENT PROGRAMMING IN SELECTED CANADIAN MARKETS*

LIBRARY
JUL 1978
UNIVERSITY OF TORONTO

---

*one of a series of papers prepared by the following researchers:

David Balcon — Catherine Richards
Michèle Baril — Roger Richer
Normand Gamache — Susan Schachter
John Horvath — Janet Solberg
Diane Labrecque — Nigel Weir
James Mitchell — Mary Wilson

Views expressed in these papers do not necessarily reflect those of the Canadian Radio-Television Commission

---

Donald Gordon Centre, Queens University, Kingston, Ont.

Canadian Radio-Television Commission
Conseil de la Radio-Télévision Canadienne

(3)
GOVT PUBNS

CAI
RT
75596
#6

Symposium on Television Violence
Colloque sur la violence à la télévision

PUBLIC PREFERENCE, PRODUCTION SOURCE AND AMOUNT OF VIOLENT AND NON VIOLENT PROGRAMMING IN SELECTED CANADIAN MARKETS*

LIBRARY
JUL 1978
UNIVERSITY OF TORONTO

---

*one of a series of papers prepared by the following researchers:

David Balcon — Catherine Richards
Michèle Baril — Roger Richer
Normand Gamache — Susan Schachter
John Horvath — Janet Solberg
Diane Labrecque — Nigel Weir
James Mitchell — Mary Wilson

Views expressed in these papers do not necessarily reflect those of the Canadian Radio-Television Commission

---

Donald Gordon Centre, Queens University, Kingston, Ont.

Canadian Radio-Television Commission
Conseil de la Radio-Télévision Canadienne

Introduction

The last twenty years have witnessed a great deal of research into content of the mass media.[1] Many such studies have been concerned with the presence and incidence of violent action appearing on home television screens. These studies have typically confined themselves to counts of particular types of aggression during a specified sampling period.[2] Although this kind of research has served a useful purpose in documenting the problem area, a more comprehensive analysis would seem to warrant at least two further considerations: 1) a study of what the viewer actually perceives, as opposed to what was in fact presented and 2) a calculation of the quantity of violent programming available to the viewer. Naturally, the crucial variable in any such research has been the judgment of a program as violent. Traditionally, overt violent content has been treated as an objectively assessed attribute of the program itself (based on an *a priori* definition) and manifestly self-evident to the viewer. However, it is not clear that perception of violent content is so self-evident. Some people, when asked for their views on violence in television, seem inclined to ask "what violence?" as though there were little to be found. Others can apparently catalogue a long list of violent episodes in programmes that have stuck in their minds as reprehensible. This emphasizes the subjectivity of perception; violence, like beauty, may well be in the eye of the beholder.

There has been some research dealing with the relationship between violent programme content and the viewers' perceptions of violence. Three studies in particular reveal some interesting points. Greenberg and Gordon[3.] compared perceptions of violence by critics and the public, hypothesizing that the critics would be more sensitive towards the level of violence in television programmes. A sample of viewers and critics were interviewed with the following results:

> "1. Among the 20 shows judged most violent by the public sample, the television critics considered 19 even more violent. For the remainder of the network programming, the critics did not differ from the public in their violence estimates.
>
> 2. There was unanimity between the critics and the public about which 20 shows were the most violent...
>
> 3. Giving a definition of television violence led to consistently larger estimates of program violence by the viewers.
>
> 4. Women viewers perceived more violence than did their male counterparts in the most violent television programs; the men saw more violence in the less violent shows..."

In another study, sponsored by the British Broadcasting Corporation, Shaw and Newell[4.] conducted a series of surveys in which carefully selected samples of the viewers of particular programmes were questioned in detail, in order to determine their perception of and acceptance of televised violence. The data supported the following conclusions:

> "(i) A number of elements that might have been expected to contribute to viewers' perceptions of programmes as 'violent' proved <u>not</u> to be so, e.g. the actual number of violent incidents, the perceived


Digitized by the Internet Archive
in 2023 with funding from
University of Toronto

https://archive.org/details/31761116487950

'justifiability' of the violence, or the 'believability' of the programme. Nor are viewers concerned, it seems, about the frequency with which violent actions occur in programmes...

(ii) Most viewers claimed that 'realism' was an essential element in their perceptions of televised violence, apparently meaning by 'realism' that the incidents should be 'graphic', in a contemporary setting and with characters with whom it was easy to identify...

(iii) 'Being concerned with violence in television' is very much more common amongst women than amongst men, amongst the elderly than the young. On the other hand, the young proved the more likely to label programmes as violent. In other words, they are more alert to it, but more prepared to accept it as a valid ingredient of programming."

Howitt and Cumberbatch [5.] undertook a study requiring a number of viewers to rate a set of programmes on several dimensions. Their research revealed an interesting point:

"Another important feature of the present research is the finding that programs such as "Tom and Jerry" and "The Golden Silents" were considered not to contain much violence relative to other programs. This is, of course, in direct contradiction to what might be expected from a simple summation of the physical attacks occurring therein. Both programs contain a great deal of physical violence in that blows are given, blunt instruments used for revenge, and so forth, but they are not regarded, comparatively, as violent."

The findings noted above raise important questions about lay conceptions of violent behaviour and those of the social scientist. These questions were considered particularly important in terms of the methodology of the present study.

Purpose of this Study

A survey was conducted of the Montreal and Toronto television schedules, in order to provide information in the following three areas: 1) an indication of the extent of violent programming as a proportion of the evening schedule 2) an estimate of the popularity of violent material as reflected in audience choice and 3) a determination of the production source of violent programming available to the two regions. This last focus was chosen because of the known fact that foreign programming plays such a large role in the Canadian television market situation.

Universe of Analysis

The study included all programming between the hours of 5:00 p.m. and 11:00 p.m., during the week of October 28 to November 3, 1974. Eight English-language television stations available in the Toronto region and four English-language and two French-language television stations in the Montreal region were surveyed. The week selected was one of two weeks used by the BBM Bureau of Measurement to arrive at their audience preference figures. The time periods chosen were those hours in which audiences are known to be relatively large.

Method

In a survey whose prime aims are to determine the quantity, popularity and source of violent programming, the most critical decisions revolve around the coding of programs in terms of the presence of violent content. The issue of variable perceptions and definitions of violence mentioned in the introduction played an important part in the coding procedure finally adopted for the survey.

Coding Procedure

In order to gain an accurate and relatively realistic assessment of violent content, with a minimum of reporter selection and bias, a two-stage coding procedure was developed:

1. There have been several research studies [6, 7, 8, 9, 10.] press polls [11.] and public assessments [12.] of television content from which could be derived a list of violent programs as perceived by academics, critics, producers and the public. From these various sources, a list of violent shows was compiled and matched with the scheduled programming surveyed. If a program fell within the selected time period and appeared on the compiled list, it was coded as violent. (seen in the tables as V-1). Such a list had the combined advantages of a priori judgments and subjective perceptions of violence, social scientific and lay definitions of what constituted violent behaviour.

2. Brand-new releases or older series carried over from previous seasons often did not show up on the relatively recent lists. In this case, the coder relied on the TV Guide synopsis of the program for a description of content. Such a technique was used successfully by Clark and Blankenburg [13.] in their survey of televised violence since 1953. If the episode of the program shown during the week of October 28 to November 3, 1974 was indicated to be violent by the TV Guide synopsis, the program was coded as violent. (seen in the tables as V-2).

The above coding procedure obviously does not include all television programming which may contain some sort of violence. Newscasts and sports programs were classified separately in the statistics and graphs, as the violence they depict is often "environmental" rather than "elective" and present a dimension entirely different from fictional violence. Documentaries, inasmuch as they represent conscious editorial comment, were subsumed under entertainment programs and coded accordingly.

Major Findings

Toronto Market Area

1. See graphs 1 and 2; table 1: Between the hours of 5:00 p.m. to 11:00 p.m., 34% of all available programming (including news and sports) is considered violent. Between 9:00 p.m. to 11:00 p.m., there are 6% more violent entertainment shows than non-violent shows.

This is the only block time-period when violent shows predominate. During what is considered normal family viewing hours, i.e. between 5:00 p.m. to 9:00 p.m., there are twice as many non-violent shows (even excluding news and sports) available to viewers than violent shows.

2. See graphs 3 and 4; table 2: From 8:30 p.m. to 11:00 p.m., children and adults seem to prefer violent programming. In so far as table 1 indicated a high proportion of violent shows at this time, high ratings for programs containing violence were to be expected. A comparison of graph 1 (program type available) and graph 3 (adult preference) seems to reveal a definite preference by adult viewers for violent content after 9:00 p.m. even when a choice is offered. However, child viewers after the hour of 9:00 p.m. show a somewhat different pattern of viewing. When the proportion of violent shows increases in relation to the overall schedule, children tend to watch a proportionate amount of violence which could reflect the influence of lack of choice rather than definite preference in their viewing habits.

3. See graphs 5 and 6; tables 3 and 4: Graph 5 reveals the preponderance of foreign programming, especially from the United States, available to the Canadian viewer in the Toronto viewing region. Because of import policies of the Canadian stations and widespread access to

American networks via cable systems, only 27% of the programming in the Toronto area from 5:00 p.m. to 11:00 p.m. is Canadian in origin. The vast majority of violent programming offered to the Toronto audience is from a foreign production source, either American or British. Only 3% of violent material is Canadian in origin. These figures suggest great difficulty in controlling the amount of violent content available to Canadian viewers.

4. See tables 5, 6 and 7: For all age groups, non-violent programs enjoy more popularity with the audience than do violent shows. This is particularly true for child and teenage viewers. These program preference tables may put to rest the idea that violent programming gives the audience what they want. When offered a choice, non-violent shows, sports and news are consistently preferred over violent programs.

Major Findings

Montreal Market Area

1. See graphs 1 and 2; table 1: Between the hours of 5:00 p.m. to 11:00 p.m., 27% of all available programming (including news and sports) is considered violent. From 5:00 p.m. to 9:00 p.m., there are three times as many non-violent shows offerred as violent ones. No block time-period in the Montreal viewing region offers a predominance of violent programs. This is in contrast to the data for the Toronto market area.

2. See graphs 3 and 4; table 2: There is only one time-period i.e. around 9:00 p.m. when violent shows are preferred to non-violent shows. However, a comparison of graph 1 (program type available) and graph 3 (adult preference) seems to reveal a definite preference for violent shows considering the relative lack of choice offered between the hours of 7:00 p.m. to 9:00 p.m. Child viewers show much the same pattern of preference as their counterparts in Toronto.

3. See graphs 5 and 6; tables 3 and 4: Graph 5 reveals for the Montreal viewing region that nearly two-thirds of available programming between 5:00 p.m. and 11:00 p.m. is foreign in origin. This is somewhat lower than the statistics derived from the Toronto area. The majority of violent programming offered to the Montreal audience is from a foreign production source, primarily American and French. Only 2% of violent shows are considered Canadian in origin. As suggested in the discussion of the Toronto region, these figures imply great difficulty in controlling the amount of violent content available to Canadian viewers.

4. See tables 5, 6 and 7: For all age groups, non-violent programs enjoy more popularity with the audience. This is particularly true for adult and child viewers; less true for teenagers.

References:

1. R. W. Budd, R. K. Thorp, and D. L. Donohew, Content Analysis of Communications (New York: Macmillan, 1967).

2. G. Gerbner, "Violence in Television Drama: Trends and Symbolic Functions," in Media Content and Control, vol. 1 of Television and Social Behaviour, eds. G. A. Comstock and E. A. Rubinstein (Washington, D. C.: U. S. Government Printing Office, 1972) pp. 28-188.

3. B. S. Greenberg and T. F. Gordon "Perceptions of Violence in Television Programs: Critics and the Public," in Media Content and Control, p. 253.

4. I. S. Shaw and D. S. Newell, Violence on Television (London: British Broadcasting Corporation, 1972) pp. 174-175.

5. D. Howitt and G. Cumberbatch, "Audience Perceptions of Violent Television Content," Communication Research, vol. 1, No. 2, (April 1974), pp. 220-221.

6. T. F. Baldwin and C. Lewis, "Violence in Television: The Industry Looks at Itself," in Media Content and Control, pp. 290-373.

7. Greenberg and Gordon, pp. 244-258.

8. S. Feshbach and R. D. Singer, Television and Aggression (San Francisco: Jossey-Bass, 1971).

9. Shaw and Newell, pp. 133-220.

10. Howitt and Cumberbatch, pp. 204-223.

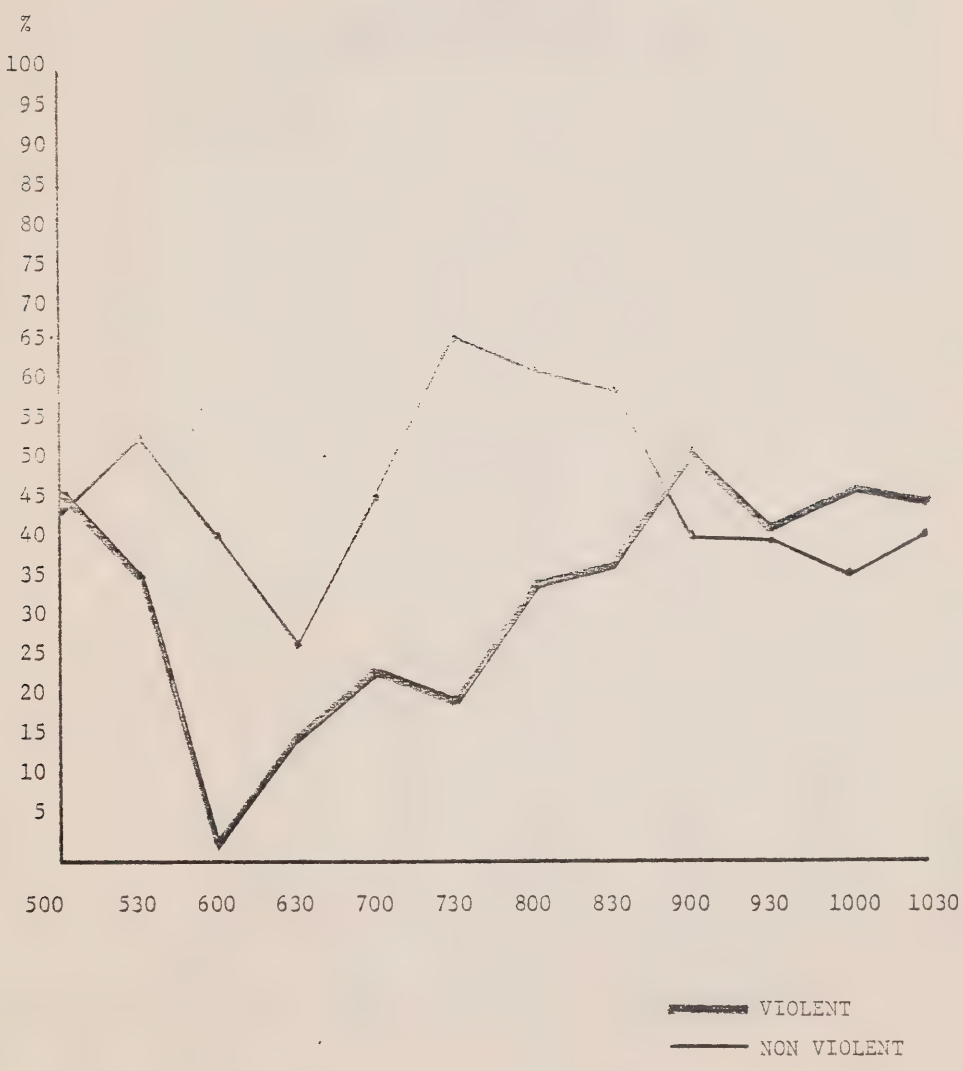
11. J. Kagan, "TV Violence: The Worst Offenders," McCall's, vol. 52, No. 6, (March 1975), pp. 51-52.

12. National Association for Better Radio and Television, Television for the Family (Los Angeles: National Association for Better Radio and Television, 1975).

13. D. G. Clark and W. B. Blankenburg, "Trends in Violent Content in Selected Mass Media," in Media Content and Control, pp. 28-188.

Graph 1

PROGRAM CHOICE VIOLENT - NON VIOLENT
BY ½ HOUR TIME PERIOD
TORONTO MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974



Graph 2

PROGRAM CHOICE VIOLENT - NON VIOLENT
BLOCK TIME PERIOD
TORONTO MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

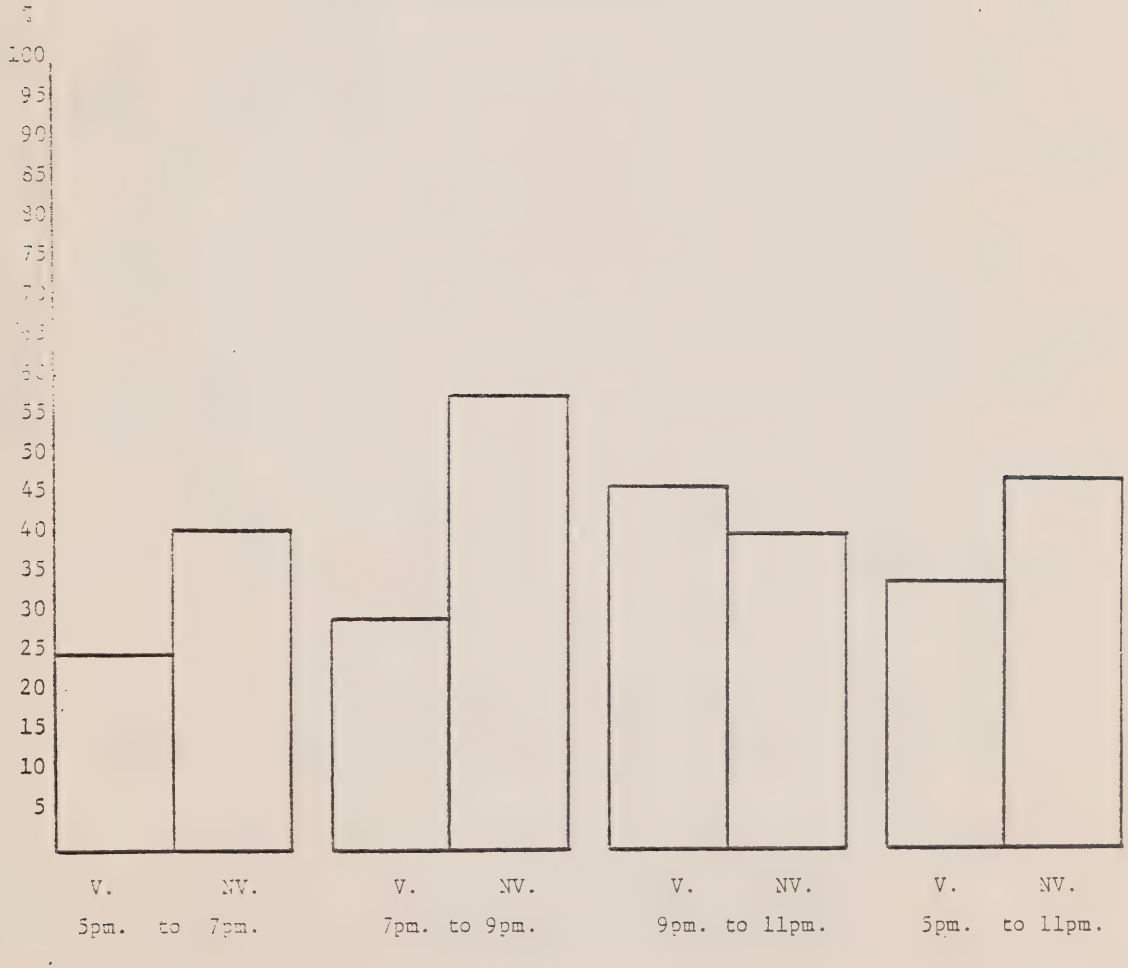


Table 1

NUMBER OF PROGRAMS BY TYPE AND TIME PERIOD
VIOLENT - NON VIOLENT - NEWS - SPORTS
TORONTO MARKET AREAS
TOTAL 4 STATIONS

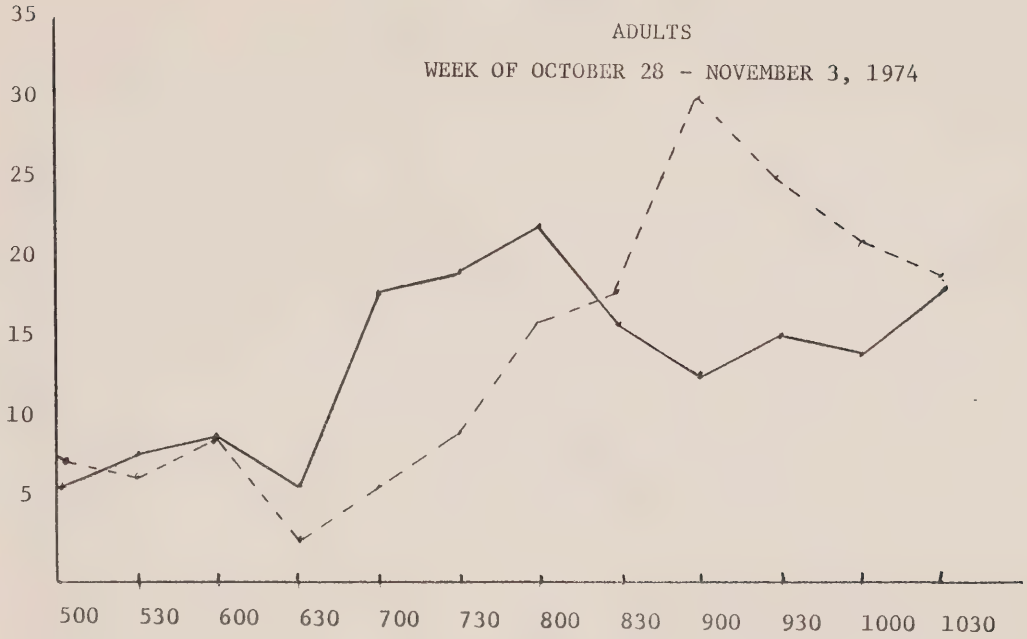
	MONDAY				TUESDAY				WEDNESDAY				THURSDAY				FRIDAY				SATURDAY				SUNDAY				% of TOTAL			
	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S
5:00 - 5:30	5	3	-	-	4	4	-	-	4	4	-	-	5	3	-	-	4	4	-	-	3	1	-	4	1	6	-	1	46	45	-	9
5:30 - 6:00	4	4	-	-	3	5	-	-	3	5	-	-	4	4	-	-	3	5	-	-	3	1	-	4	1	6	-	1	37	54	-	9
6:00 - 6:30	-	3	5	-	-	3	5	-	-	3	5	-	-	3	5	-	-	3	5	-	-	3	4	1	1	5	1	1	2	41	54	3
6:30 - 7:00	2	1	5	-	1	2	5	-	2	1	5	-	2	1	5	-	2	1	5	-	-	4	3	1	-	5	2	1	16	27	54	3
7:00 - 7:30	3	2	2	1	1	4	2	1	3	2	2	1	2	3	2	1	3	2	2	1	-	7	-	1	1	6	-	1	23	46	18	12
7:30 - 8:00	3	2	1	2	2	5	-	1	2	5	-	1	1	6	-	1	3	4	-	1	-	8	-	-	1	7	-	-	21	66	2	11
8:00 - 8:30	4	4	-	-	2	6	-	-	2	6	-	-	3	5	-	-	4	4	-	-	2	4	-	2	2	6	-	-	34	63	-	3
8:30 - 9:00	3	5	-	-	5	3	-	-	2	6	-	-	2	6	-	-	3	5	-	-	2	4	-	2	4	4	-	-	37	60	-	3
9:00 - 9:30	3	3	-	2	5	3	-	-	3	5	-	-	5	3	-	-	4	4	-	-	3	3	-	2	6	2	-		51	41	-	8
9:30 - 10:00	2	3	1	2	3	4	1	-	3	4	1	-	4	3	1	-	4	3	1	-	3	3	-	2	5	3	-	-	42	41	9	8
10:00 - 10:30	4	1	1	2	3	4	1	-	4	3	1	-	4	3	1	-	3	4	1	-	4	2	-	2	4	4	-	-	46	37	9	8
10:30 - 11:00	5	-	1	2	3	3	2	-	3	4	1	-	4	3	1	-	3	4	1	-	4	4	-	-	3	5	-	-	45	41	11	3
5:00 - 7:00	11	11	10	-	8	14	10	-	9	13	10	-	11	11	10	-	9	13	10	-	6	9	7	10	3	22	3	4	25	41	27	7
7:00 - 9:00	13	13	3	3	10	18	2	2	9	19	2	2	8	20	2	2	13	15	2	2	4	23	-	5	8	23	-	1	29	58	5	8
9:00 - 11:00	14	7	3	8	14	14	4	-	13	16	3	-	17	12	3	-	14	15	3	-	14	12	-	6	18	14	-		46	40	7	7
TOTAL 5:00 - 11:00	38	31	16	11	32	46	16	2	31	48	15	2	36	43	15	2	36	43	15	2	24	44	7	21	29	59	3	5	34	47	13	6

Graph 3

AVERAGE DAILY RATINGS OF ½ HOUR SEGMENTS
ACCORDING TO PROGRAM TYPE

VIOLENT-NON VIOLENT
TORONTO MARKET AREA

ADULTS
WEEK OF OCTOBER 28 - NOVEMBER 3, 1974



Graph 4

AVERAGE DAILY RATINGS OF ½ HOUR SEGMENTS
ACCORDING TO PROGRAM TYPE
VIOLENT - NON VIOLENT
TORONTO MARKET AREA
CHILDREN 2 TO 11
WEEK OF OCTOBER 28 - NOVEMBER 3, 1974

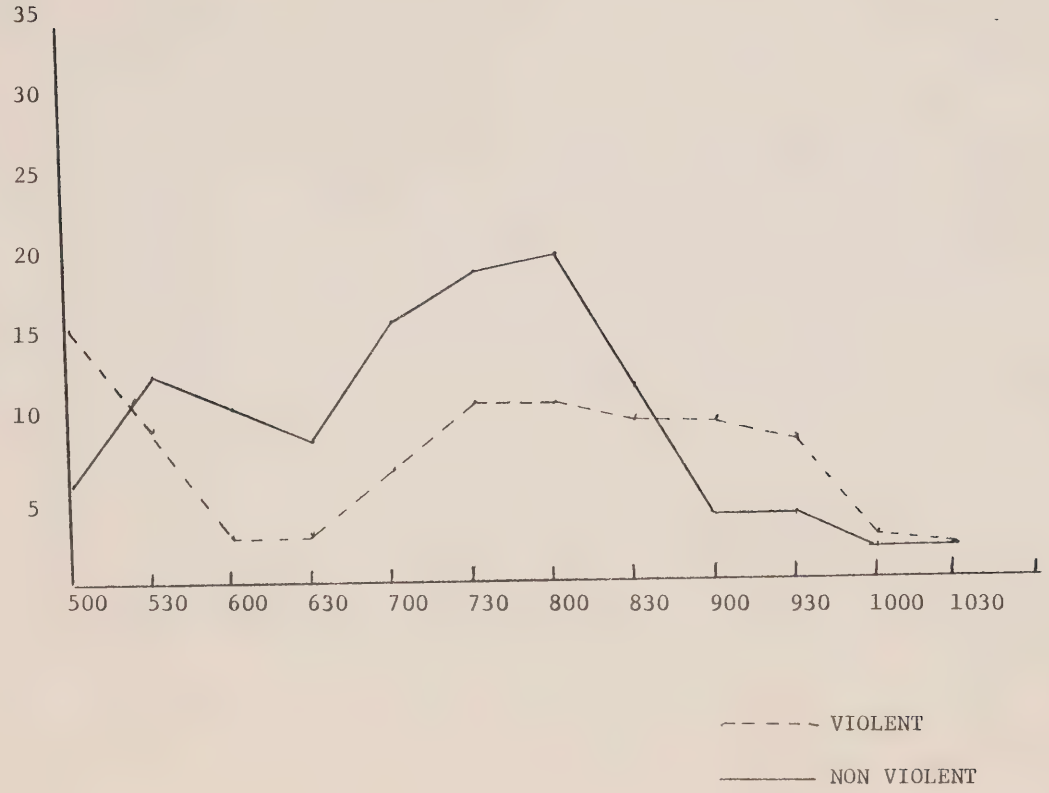


Table 2

AVERAGE DAILY RATINGS OF ½ HOUR SEGMENTS
ACCORDING TO PROGRAM TYPE
VIOLENT - NON VIOLENT - NEWS - SPORTS
TORONTO MARKET AREA
BBM FALL 1974
OCTOBER 28 - NOVEMBER 3, 1974

	VIOLENT			NON VIOLENT			NEWS			SPORTS		
	A	T	C	A	T	C	A	T	C	A	T	C
5:00 - 5:30	8	17	16	6	9	6	-	-	-	5	4	4
5:30 - 6:00	7	12	10	8	12	13	-	-	-	5	4	3
6:00 - 6:30	9	5	3	9	11	11	8	2	2	3	0	1
6:30 - 7:00	3	6	3	6	6	9	13	7	7	3	2	1
7:00 - 7:30	6	7	7	18	14	16	10	4	3	2	1	1
7:30 - 8:00	9	11	11	19	18	19	8	2	3	3	2	1
8:00 - 8:30	16	13	11	22	23	20	-	-	-	18	11	7
8:30 - 9:00	18	18	10	16	18	12	-	-	-	18	11	7
9:00 - 9:30	30	23	10	13	11	4	-	-	-	13	7	4
9:30 - 10:00	25	21	9	15	12	4	1	-	-	13	8	5
10:00 - 10:30	21	14	3	14	8	2	1	-	-	13	8	5
10:30 - 11:00	19	13	2	18	9	2	3	-	-	8	4	1

NOTE: Rating is the percentage of potential audience

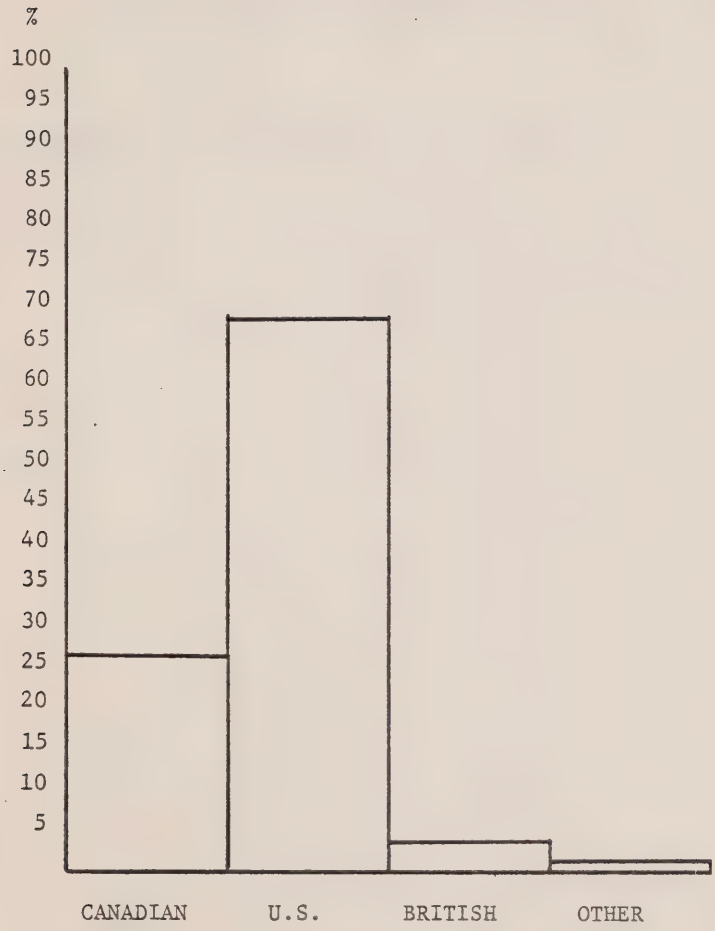
1): A = adult 18 years of age and over

T = teens 12 to 17

C = children 2 to 11

Graph 5

% OF TOTAL PROGRAMS AVAILABLE IN TORONTO AREA
½ HOUR TIME PERIOD
BY COUNTRY OF ORIGIN
OCTOBER 28 - NOVEMBER 3, 1974



Graph 6

% OF VIOLENT, NON-VIOLENT, NEWS, SPORTS PROGRAMS
BY COUNTRY OF ORIGIN
BY ½ HOUR TIME PERIOD
OCTOBER 28 - NOVEMBER 3, 1974

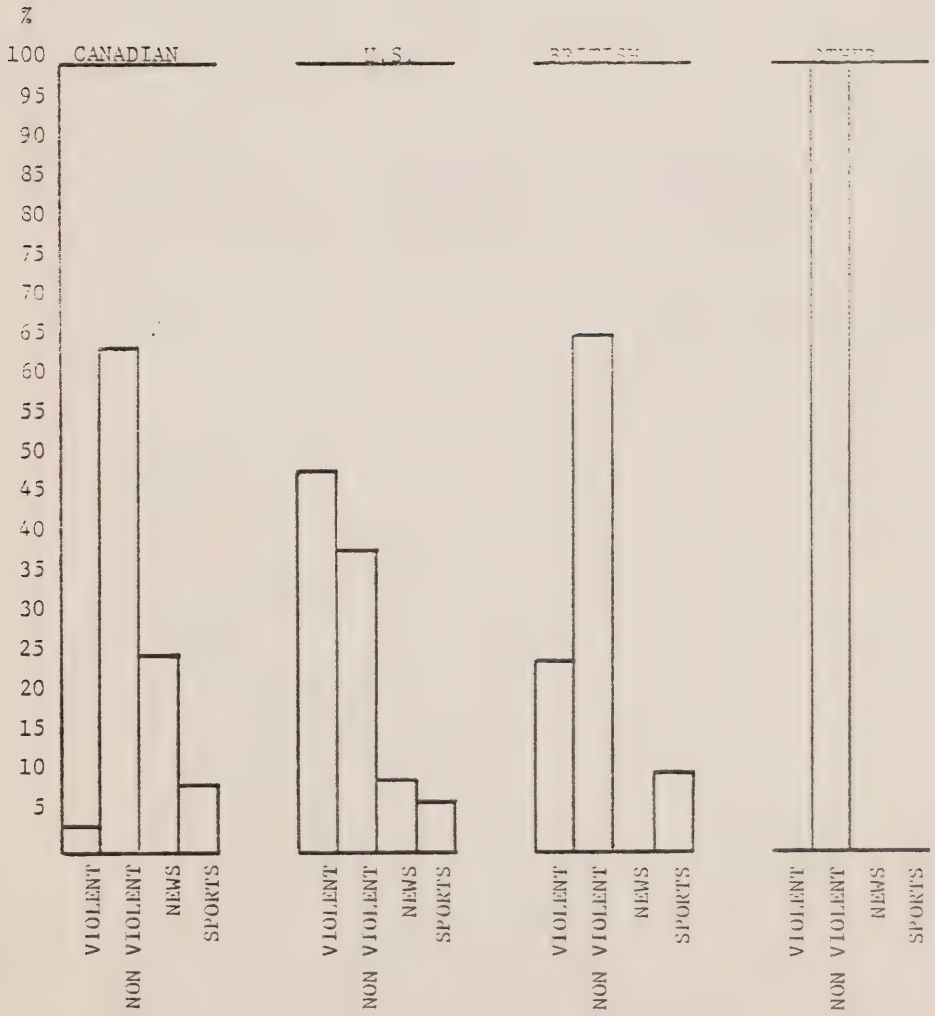


Table 3

% OF ½ HOUR SEGMENTS ACCORDING TO
COUNTRY OF ORIGIN AND PROGRAM TYPE [1].
TORONTO MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

COUNTRY OF ORIGIN	Canadian Public I V	N	NE	S	T	Canadian Private I V	N	NE	S	T	Canadian Private 2 V	N	NE	S	T	Canadian Private 3 V	N	NE	S	T
CANADIAN	6	58	26	10	60	3	69	24	4	36	-	68	18	14	33	-	46	48	6	39
U.S.	21	79	-	-	33	82	16	-	2	64	54	38	-	8	57	49	51	-	-	44
BRITISH	20	80	-	-	6	-	-	-	-	-	-	100	-	-	8	43	57	-	-	17
OTHER	-	100	-	-	1	-	-	-	-	-	-	100	-	-	2	-	-	-	-	-
% TOTAL	12	67	15	6	100	55	35	8	2	100	31	54	6	9	100	29	50	19	2	100

	Canadian Private 4 V	N	NE	S	T	American Private I V	N	NE	S	T	American Private 2 V	N	NE	S	T	American Private 3 V	N	NE	S	T
CANADIAN	-	82	13	5	45	100	-	-	-	1	-	-	-	-	-	-	-	-	-	-
U.S.	51	49	-	-	49	39	40	14	7	99	36	42	14	8	100	43	25	20	12	100
BRITISH	-	40	-	60	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
% TOTAL	25	63	6	6	100	39	39	15	7	100	36	42	14	8	100	43	25	20	12	100

ALL STATIONS

% TOTAL

	V	N	NE	S	T
CANADIAN	3	64	25	8	27
U.S.	47	38	9	6	68
BRITISH	24	66	-	10	4
OTHER	-	100	-	-	1
% TOTAL	34	47	13	6	100

1. In this table program type refers to violent, non violent, news and sports.

Table 4

NUMBER OF ½ HOUR SEGMENTS ACCORDING TO COUNTRY OF ORIGIN AND PROGRAM TYPE [1].
TORONTO MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

COUNTRY OF ORIGIN	Canadian Public I V	N	NE	S	T	Canadian Private I V	N	NE	S	T	Canadian Private 2 V	N	NE	S	T	Canadian Private 3 V	N	NE	S	T
CANADIAN	3	29	13	5	50	1	20	7	1	29	-	19	5	4	28	-	15	16	2	33
U.S.	6	22	-	-	28	45	9	-	1	55	26	18	-	4	48	13	19	-	-	37
BRITISH	1	4	-	-	5	-	-	-	-	-	-	7	-	-	7	6	8	-	-	14
OTHER	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-
TOTAL	10	56	13	5	84	46	29	7	2	84	26	45	5	8	84	24	42	16	2	84

	Canadian Private 4 V	N	NE	S	T	American Private I V	N	NE	S	T	American Private 2 V	N	NE	S	T	American Private 3 V	N	NE	S	T
CANADIAN	-	31	5	2	38	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
U.S.	21	20	-	-	41	32	33	12	6	83	30	35	12	7	84	36	21	17	10	84
BRITISH	-	2	-	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	21	53	5	5	84	33	33	12	6	84	30	35	12	7	84	36	21	17	10	84

	ALL STATIONS TOTAL V	N	NE	S	T
CANADIAN	5	119	46	15	185
U.S.	214	174	41	27	456
BRITISH	7	19	-	3	29
OTHER	-	2	-	-	2
TOTAL	226	314	87	45	672

1. In this table program type refers to violent, non violent, news and sports.

Table 5

TOP 20 PROGRAMS IN TORONTO
ADULTS 18 AND OVER
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON VIOLENT SPORTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE #
MOVIE (MIDNIGHT COWBOY)	20	V-2	U.S.	397,422
ALL IN THE FAMILY	18	N.V.	U.S.	357,679
M.A.S.H.	18	N.V.	U.S.	357,679
N.H.L. HOCKEY	17	SPORTS	C	337,808
RHODA (WBEN-TV)	14	N.V.	U.S.	278,195
IRONSIDE	13	V-1	U.S.	258,311
HARRY-O	13	V-1	U.S.	258,311
RHODA (CBLT)	12	N.V.	U.S.	238,441
MARY TYLER MOORE	12	N.V.	U.S.	238,441
MOVIE (NEW CENTURIONS)	12	V-2	U.S.	238,441
KOJACK	12	V-1	U.S.	238,441
COLLABORATORS	11	V-2	C	218,571
WORLD BEAT (MONDAY)	11	NEWS	C	218,571
CANNON	10	V-1	U.S.	198,010
CEILIDH	10	N.V.	C	198,701
MAN ABOUT THE HOUSE	10	N.V.	B	198,701
ROCKFORD FILES	10	V-1	U.S.	198,701
WALT DISNEY	10	N.V.	U.S.	198,701
WORLD BEAT (WEDNESDAY)	10	NEWS	C	198,701
STREETS OF SAN FRANCISCO	9	V-1	U.S.	178,839

TOTAL

9-VIOLENT 14-U.S.
8-NON VIOLENT 5-CANADIAN
1-SPORT 1-BRITISH
2-NEWS

V-1 : coded violent with reference to compiled list

V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

Table 6

TOP 20 PROGRAMS IN TORONTO
TEENS 12 TO 17
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON VIOLENT SPROTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE #
RHODA (WBEN)	25	N.V.	U.S.	76,095
HAPPY DAYS	20	N.V.	U.S.	60,876
MOVIE (MIDNIGHT COWBOY)	18	V-2	U.S.	54,788
MOVIE (MARCK OF ZORRO)	16	V-2	U.S.	48,700
MARY TYLER MOORE	15	N.V.	U.S.	45,657
BOB NEWHART	14	N.V.	U.S.	42,613
M.A.S.H. (WBEN)	14	N.V.	U.S.	42,613
ALL IN THE FAMILY	13	N.V.	U.S.	39,569
LITTLE HOUSE ON THE PRAIRIE	13	N.V.	U.S.	39,569
RHODA (CBLT)	13	N.V.	U.S.	39,569
CAROL BURNETT	12	N.V.	U.S.	36,525
GOOD TIMES	12	N.V.	U.S.	36,525
EMERGENCY	11	N.V.	U.S.	33,481
GET CHRISTIE LOVE	11	V-1	U.S.	33,481
HOCKEY NHL	11	SPORTS	C	33,481
M.A.S.H. (CBLT)	11	N.V.	U.S.	33,481
PARTRIDGE FAMILY	11	N.V.	U.S.	33,481
POLICE WOMAN	11	V-1	U.S.	33,481
APPLE'S WAY	10	N.V.	U.S.	30,438
FRIENDS & LOVERS	10	N.V.	U.S.	30,438
TOTAL		4-VIOLENT 15-NON VIOLENT 1-SPORT	19-U.S. 1-CANADIAN	

V-1 : coded violent with reference to compiled list

V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

Table 7

TOP 20 PROGRAMS IN TORONTO
CHILDREN 2 TO 11
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON VIOLENT SPORTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE #
BUGS BUNNY	24	V-1	U.S.	110,810
WALT DISNEY	23	N.V.	U.S.	106,193
EMERGENCY	18	N.V.	U.S.	83,107
HAPPY DAYS	18	N.V.	U.S.	83,107
PLANET OF THE APES	17	V-2	U.S.	78,490
SIX MILLION DOLLAR MAN	16	V-1	U.S.	73,873
PRICE IS RIGHT	14	N.V.	U.S.	64,639
PARTRIDGE FAMILY (MONDAY)	13	N.V.	U.S.	60,022
PARTRIDGE FAMILY (TUESDAY)	12	N.V.	U.S.	55,405
SWISS FAMILY	12	N.V.	C	55,405
GET SMART (MONDAY)	11	V-1	U.S.	50,788
LITTLE HOUSE ON THE PRAIRIES	11	N.V.	U.S.	50,788
PARTRIDGE FAMILY (FRIDAY)	10	N.V.	U.S.	46,171
ADAM 12	9	V-2	U.S.	41,553
APPLE'S WAY	9	N.V.	U.S.	41,553
GET SMART (THURSDAY)	9	V-1	U.S.	41,553
PARTRIDGE FAMILY (WEDNESDAY)	9	N.V.	U.S.	41,553
RHODA	9	N.V.	U.S.	41,553
ROOKIES	9	V-1	U.S.	41,553
SONNY COMEDY REVIEW	9	N.V.	U.S.	41,553
TOTAL		7-VIOLENT 13-NON VIOLENT	19-U.S. 1-CANADIAN	

V-1 : coded violent with reference to compiled list

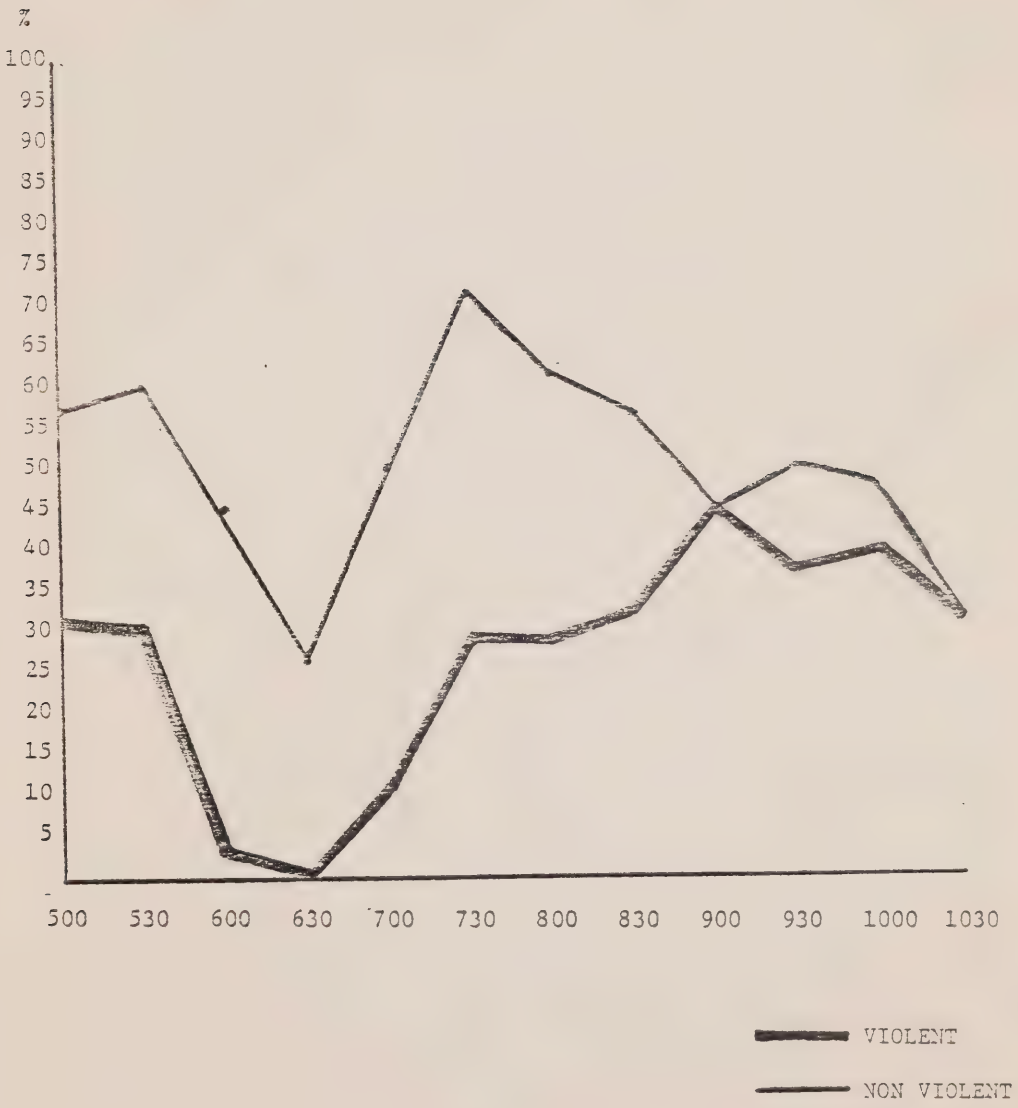
V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	ELECTRIC COMPANY	YOUTH CONFRONTATION	MINI SERIES	WHAT'S NEW	FLAXTON BOYS	BUGS BUNNY ROAD RUNNER	MUSIC TO SEE
5:00 5:30	1-1-5 N.V. U.S.	1-2-2 N.V. C	1-2-2 N.V. C	1-2-2 N.V. C	1-2-2 N.V. B	3-9-24 V-1 U.S.	2-1-2 N.V. C
	PARTRIDGE FAMILY	PARTRIDGE FAMILY	PARTRIDGE FAMILY	PARTRIDGE FAMILY	PARTRIDGE FAMILY		HYMN SING
5:30 6:00	2-11-13 N.V. U.S.	2-3-12 N.V. U.S.	2-7-9 N.V. U.S.	2-5-9 N.V. U.S.	2-5-10 N.V. U.S.		5-1-2 N.V. C
	BOBBY GOLDSBORO	FRIENDS & LOVERS	ROVERS	PLEASE DONT EAT	REACH FOR THE TOP	CBC NEWS	WALT DISNEY
6:00 6:30	4-4-5 N.V. U.S.	4-6-5 N.V. U.S.	3-4-2 N.V. A	3-6-4 N.V. U.S.	3-2-2 N.V. C	5-2-1 NEWS C	10-8-23 N.V. U.S.
	24 HOURS	24 HOURS	24 HOURS	24 HOURS	24 HOURS	TAKE TIME	
6:30 7:00	6-2-2 NEWS C	7-1-2 NEWS C	5-4-1 NEWS C	7-2-2 NEWS C	5-3-2 NEWS C	3-1-1 N.V. C	
						SOME MOTHERS AVE	BEACHCOMBERS
7:00 7:30						4-2-3 N.V. B	5-5-7 V-2 C
		BLACK BEAUTY	MUSIC MACHINE	HOUSE OF PRIDE	HOWIE MEEKER / Mr Chips	MAUDE	IRISH ROVERS
7:30 8:00		3-2-4 V-2 B	2-2-1 N.V. C	3-2-1 N.V. C	2-7-2 N.V. C / 4-2-3 C.N.V.	7-6-5 N.V. U.S.	6-4-6 N.V. C
	MARY TYLER MOORE	HAPPY DAYS	NATURE OF THINGS	CAROL BURNETT	ALL IN THE FAMILY	HOCKEY	WALTONS
8:00 8:30	12-10-3 N.V. U.S.	9-20-13 N.V. U.S.	6-3-2 N.V. C	7-8-8 N.V. U.S.	13-13-7 N.V. U.S.	17-11-7 SPORTS C	8-10-6 N.V. U.S.
	THIS IS THE LAW	POLICE STORY	MUSICAMERA		M.A.S.H.		
8:30 9:00	7-4-2 N.V. C	8-8-3 V-1 U.S.	4-1-1 N.V. C		18-11-7 N.V. U.S.		
	CANNON			STOMPIN TOM	TOMMY HUNTER		COLLABORATORS
9:00 9:30	10-2-2 V-1 U.S.			5-2-1 N.V. C	7-2-2 N.V. C		11-2-1 V-2 C
		FRONT PAGE CHALLENGE		CHICO & THE MAN			
9:30 10:00		8-1-1 N.V. C		5-2-+ N.V. U.S.			
	LIFE AFTER YOUTH	UP CANADA		ADRIENNE AT LARGE	RHODA		MARKET PLACE
10:00 10:30	3-1-+ N.V. C	4-1-+ N.V. C		4-+-1 N.V. C	12-13-6 N.V. U.S.		6-1-+ N.V. C
	PEOPLE/ OUR TIME	NEWS MAGAZINE	FIRST PERSON	SOME HONOURABLE MEMBER	MAN ABOUT THE HOUSE	CEILIDH	OMBUDSMAN
10:30 11:00	3-1-+ N.V. C	3-+-+ NEWS C	3-+-+ N.V. C	3-+-+ N.V. C	10-6-3 N.V. B	10-2-+ N.V. C	6-1-+ N.V. C

Graph I

PROGRAM CHOICE VIOLENT - NON VIOLENT
BY ½ HOUR TIME PERIOD -
MONTREAL MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974



Graph 2

PROGRAM CHOICE VIOLENT - NON VIOLENT
BLOCK TIME PERIOD
MONTREAL MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

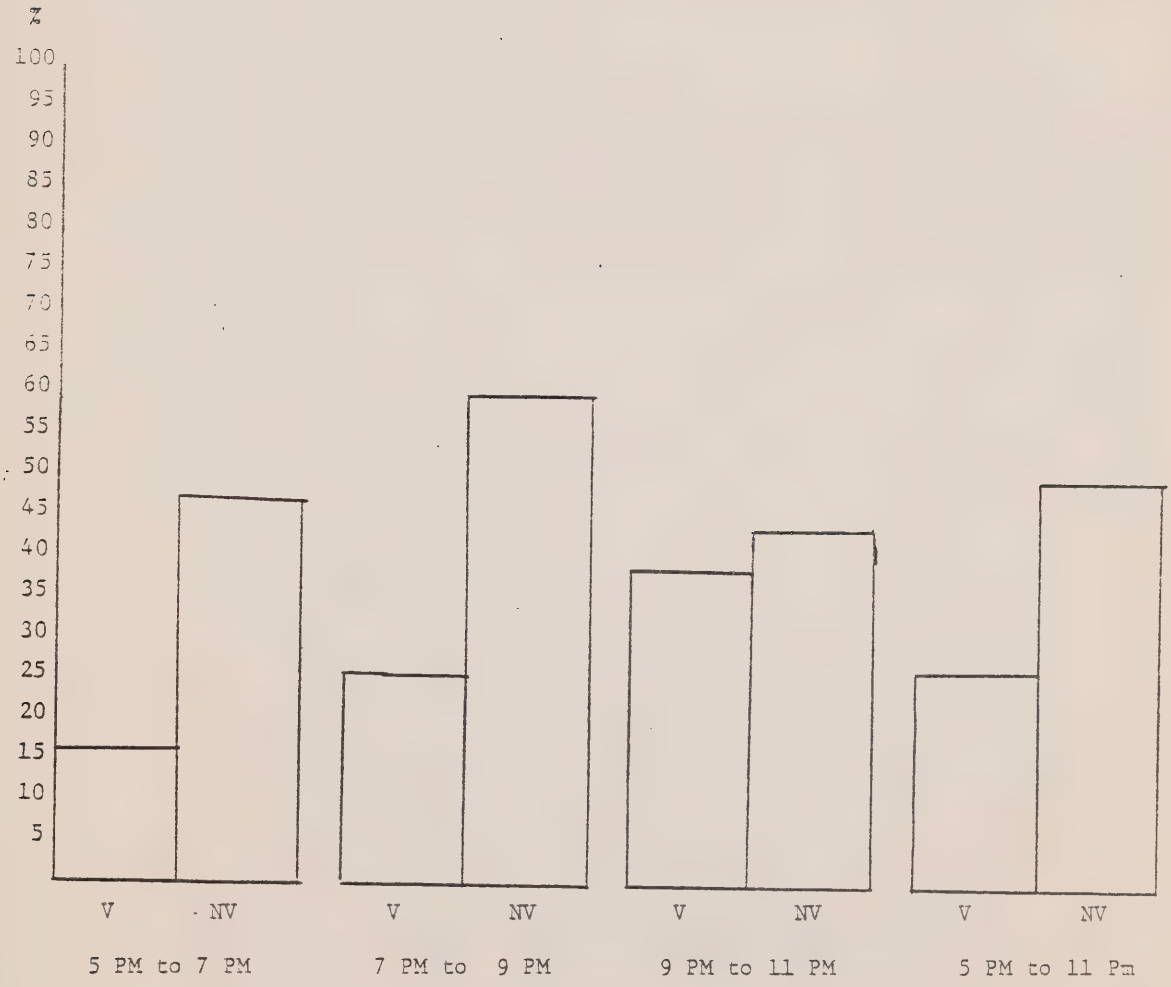


Table I

NUMBER OF PROGRAMS BY TYPE AND TIME PERIOD
VIOLENT - NON VIOLENT - NEWS - SPORTS
MONTREAL MARKET AREAS
TOTAL 6 STATIONS

	MONDAY				TUESDAY				WEDNESDAY				THURSDAY				FRIDAY				SATURDAY				SUNDAY				% OF TOTAL			
	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S	V	NV	NE	S
5:00 - 5:30	2	4	-	-	3	3	-	-	2	4	-	-	3	4	-	-	1	5	-	-	2	1	-	3	1	4	-	1	33	57	-	10
5:30 - 6:00	3	3	-	-	2	4	-	-	2	4	-	-	2	4	-	-	1	5	-	-	2	1	-	3	1	4	-	1	31	60	-	9
6:00 - 6:30	-	2	4	-	1	3	2	-	-	2	4	-	-	2	4	-	-	2	4	-	-	3	3	-	-	5	-	1	3	45	50	2
6:30 - 7:00	-	2	4	-	-	1	5	-	-	1	5	-	-	1	5	-	-	1	5	-	-	3	3	-	-	2	3	1	-	26	71	3
7:00 - 7:30	-	3	3	-	1	2	3	-	-	3	3	-	1	1	3	1	-	4	2	-	2	4	-	-	1	4	-	1	12	50	33	5
7:30 - 8:00	1	5	-	-	4	2	-	-	-	6	-	-	2	4	-	-	1	5	-	-	2	4	-	-	2	4	-	-	29	71	-	-
8:00 - 8:30	1	5	-	-	2	4	-	-	1	3	-	2	2	4	-	-	2	4	-	-	1	3	-	2	3	3	-	-	29	62	-	9
8:30 - 9:00	1	5	-	-	2	4	-	-	1	3	-	2	2	4	-	-	2	4	-	-	1	3	-	2	5	1	-	-	33	57	-	10
9:00 - 9:30	3	3	-	-	3	3	-	-	2	2	-	2	3	3	-	-	2	4	-	-	2	2	-	2	4	2	-	-	45	45	-	10
9:30 - 10:00	3	3	-	-	2	3	1	-	2	2	-	2	1	5	-	-	2	4	-	-	2	2	-	2	4	2	-	-	38	50	2	10
10:00 - 10:30	3	3	-	-	4	1	1	-	2	2	-	2	2	3.5	-	.5	3	3	-	-	1	3	-	2	2	4	-	-	40	47	2	11
10:30 - 11:00	2	2	2	-	3	-	3	-	2	2	2	-	2	2	2	-	2	2	2	-	1	2	3	-	1	3	2	-	31	31	38	-
5:00 - 7:00	5	11	8	-	6	11	7	-	4	11	9	-	5	10	9	-	2	13	9	-	4	8	6	6	2	15	3	4	17	47	30	6
7:00 - 9:00	3	18	3	-	9	12	3	-	2	15	3	4	7	13	3	1	5	17	2	-	6	14	-	4	11	12	-	1	26	60	8	6
9:00 - 11:00	11	11	2	-	12	7	5	-	8	8	2	6	8	13.5	2	.5	9	13	2	-	6	9	3	6	11	11	2	-	39	43	11	7
TOTAL																																
5:00 - 11:00	19	40	13	-	27	30	15	-	14	34	14	10	20	36.5	14	1.5	16	43	13	-	16	31	9	16	24	38	5	5	27	50	16	7

Graph 3

AVERAGE DAILY RATINGS OF ½ HOUR SEGMENTS

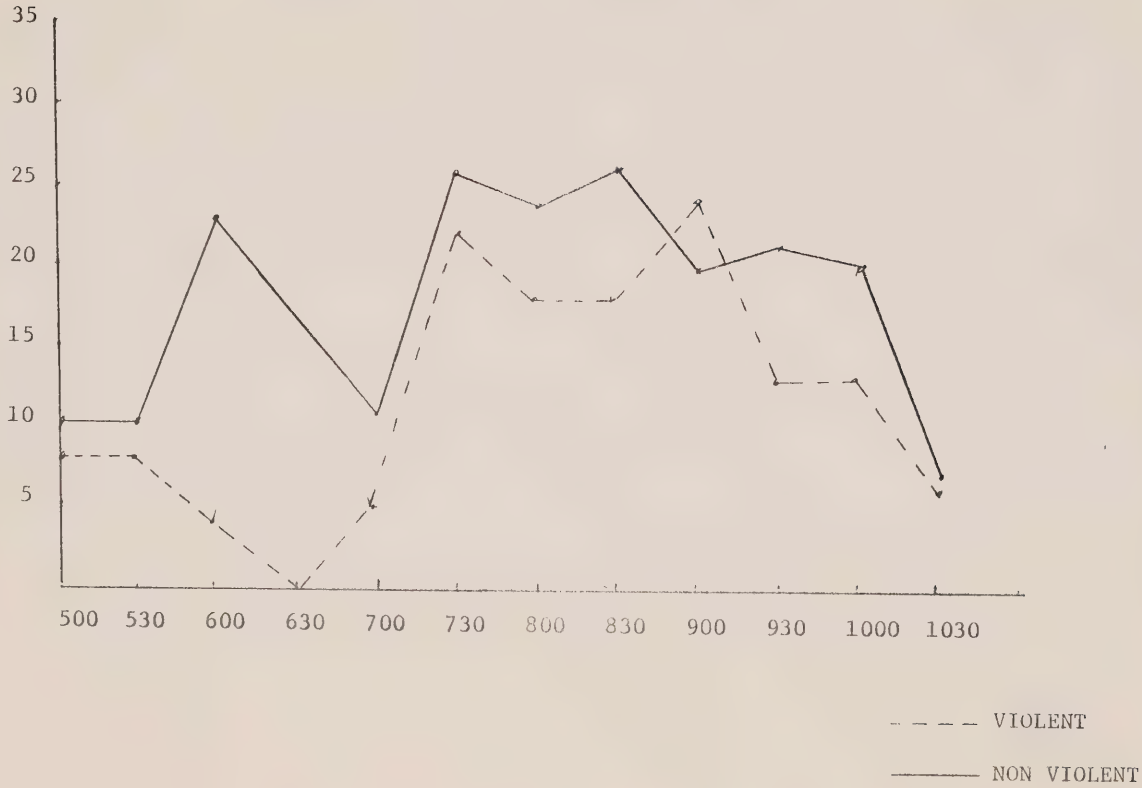
ACCORDING TO PROGRAM TYPE

VIOLENT -- NON VIOLENT

MONTREAL MARKET AREA

ADULTS

WEEK OF OCTOBER 28 - NOVEMBER 3, 1974



Graph 4

AVERAGE DAILY RATINGS OF $\frac{1}{2}$ HOUR SEGMENTS

ACCORDING TO PROGRAM TYPE

VIOLENT - NON VIOLENT

MONTREAL MARKET AREA

CHILDREN 2 TO 11

WEEK OF OCTOBER 28 - NOVEMBER 3, 1974

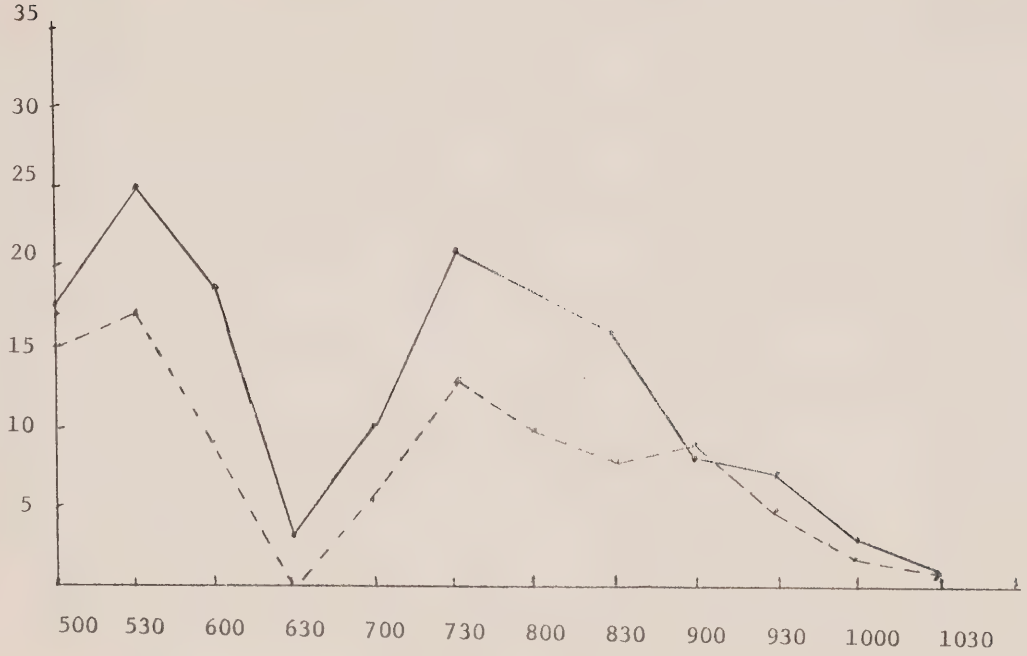


Table 2

AVERAGE DAILY RATINGS OF ½ HOUR SEGMENTS
ACCORDING TO PROGRAM TYPE
VIOLENT - NON VIOLENT - NEWS - SPORTS
MONTREAL MARKET AREA
BBM FALL 1974
OCTOBER 28 - NOVEMBER 3, 1974

	VIOLENT			NON VIOLENT			NEWS			SPORTS		
	A	T	C	A	T	C	A	T	C	A	T	C
5:00 - 5:30	8	16	17	10	17	17	-	-	-	7	6	5
5:30 - 6:00	8	16	17	10	21	25	-	-	-	7	6	5
6:00 - 6:30	4	8	9	23	20	19	7	3	2	1	-	1
6;30 - 7:00	-	-	-	17	9	3	13	6	5	-	-	-
7:00 - 7:30	5	5	5	11	8	10	26	10	7	11	17	14
7:30 - 8:00	22	23	13	26	23	21	-	-	-	-	-	-
8:00 - 8:30	18	19	10	24	22	18	-	-	-	24	17	6
8:30 - 9:00	18	18	8	26	26	16	-	-	-	24	17	6
9;00 - 9:30	24	24	9	20	19	8	-	-	-	23	17	7
9:30 - 10:00	13	13	5	21	14	7	16	8	1	24	17	6
10:00 - 10:30	13	9	2	20	10	3	16	8	1	20	13	4
10:30 - 11:00	6	3	1	7	4	1	23	8	1	-	-	-

NOTE: Rating is the percentage of potential audience

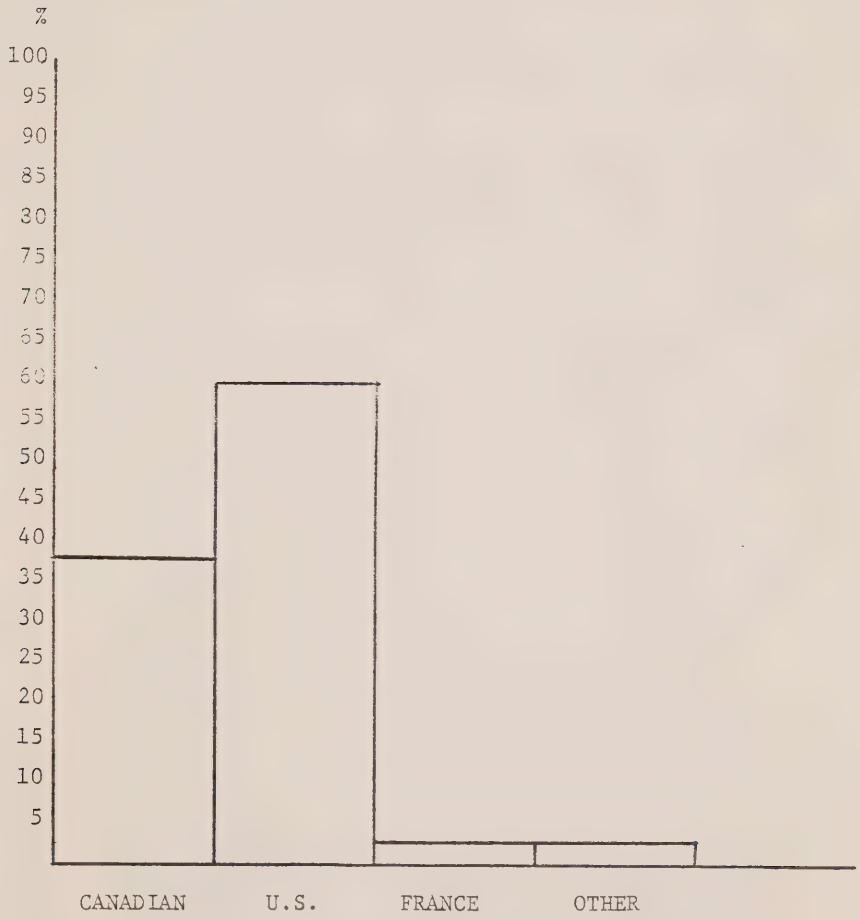
1): A = adult 18 years of age and over

B = teens 12 to 17

C = children 2 to 11

Graph 5

% OF TOTAL PROGRAMS AVAILABLE IN MONTREAL AREA
½ HOUR TIME PERIOD
BY COUNTRY OF ORIGIN
OCTOBER 28 - NOVEMBER 3, 1974



Graph 6

% OF VIOLENT, NON-VIOLENT, NEWS, SPORTS PROGRAMS
BY COUNTRY OF ORIGIN
BY ½ HOUR TIME PERIOD
MONTREAL AREA
OCTOBER 28 - NOVEMBER 3, 1974

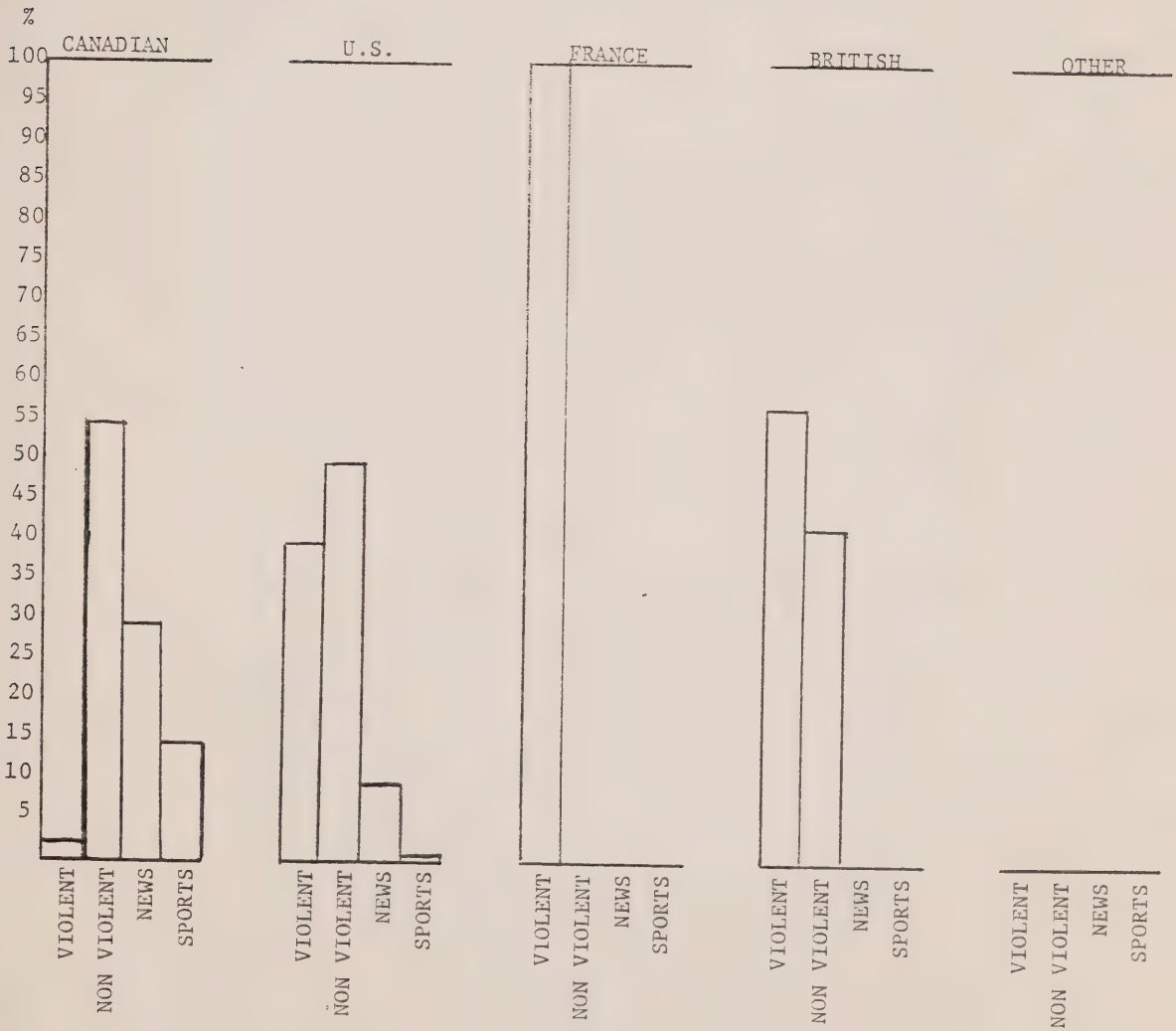


Table 3

% OF ½ HOUR SEGMENTS ACCORDING TO
COUNTRY OF ORIGIN AND PROGRAM TYPE 1.
MONTREAL MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

COUNTRY OF	Canadian Public (F)					Canadian Public (E)					Canadian Private (F)				
ORIGIN	V	N	NE	S	T	V	N	NE	S	T	V	N	NE	S	T
CANADIAN	-	48	35	17	72	6	59	24	11	64	-	60	29	11	49
U.S.	71	29	-	-	25	23	77	-	-	31	44	56	-	-	48
FRANCE	100	-	-	-	2	-	-	-	-	-	-	-	-	-	-
BRITISH	100	-	-	-	1	25	75	-	-	5	100	-	-	-	3
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	21	42	25	12	100	12	66	15	7	100	24	57	14	5	100

	Canadian Private (E)					American Private 1					American Private 2				
	V	N	NE	S	T	V	N	NE	S	T	V	N	NE	S	T
CANADIAN	3	51	26	20	45	-	-	-	-	-	-	-	-	-	-
U.S.	65	35	-	-	55	33	52	15	-	100	31	42	20	7	100
FRANCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRITISH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	37	42	12	9	100	33	52	15	-	100	31	42	20	7	100

ALL STATIONS

% TOTAL

	V	N	NE	S	T
CANADIAN	2	55	29	14	38
U.S.	41	48	10	1	60
FRANCE	100	-	-	-	1
BRITISH	57	43	-	-	1
OTHER	26	50	17	7	100
TOTAL					

1. In this table program type refers to violent, non violent, news and sports

Table 4

NUMBER OF ½ HOUR SEGMENTS ACCORDING TO COUNTRY OF ORIGIN AND PROGRAM TYPE [1].
MONTREAL MARKET AREA
OCTOBER 28 - NOVEMBER 3, 1974

COUNTRY OF ORIGIN	Canadian Public (F)					Canadian Public (E)					Canadian Private (F)				
	V	N	NE	S	T	V	N	NE	S	T	V	N	NE	S	T
CANADIAN	-	29	21	10	60	3	32	13	6	54	-	25	12	4.5	41.5
U.S.	15	6	-	-	21	6	20	-	-	26	18	22.5	-	-	40.5
FRANCE	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-
BRITISH	1	-	-	-	1	1	3	-	-	4	2	-	-	-	2
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	18	35	21	10	84	10	55	13	6	84	20	47.5	12	4.5	84

	Canadian Private (E)					American Private 1					American Private 2				
	V	N	NE	S	T	V	N	NE	S	T	V	N	NE	S	T
CANADIAN	1	19.5	10	7.5	38	-	-	-	-	-	-	-	-	-	-
U.S.	30	16	-	-	46	28	44	12	-	84	26	35	17	6	84
FRANCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRITISH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	31	35.5	10	7.5	84	28	44	12	-	84	26	35	17	6	84

	ALL STATIONS TOTAL				
	V	N	NE	S	T
CANADIAN	4	105.5	56	28	193.5
U.S.	123	143.5	29	6	301.5
FRANCE	2	-	-	-	2
BRITISH	4	3	-	-	7
OTHER	-	-	-	-	-
TOTAL	133	252	85	34	504

1. In this table program type refers to violent, non violent, news and sports.

Table 5

TOP 20 PROGRAMS IN MONTREAL
ADULTS 18 AND OVER
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON VIOLENT SPORTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE #
BERGER	33	N.V.	C	658,039
RUE DES PIGNONS	28	N.V.	C	558,336
SYMPHORIENS	26	N.V.	C	518,481
LE 10 VOUS INFORME(MONDAY)	23	NEWS	C	458,633
LE 10 VOUS INFORME(TUESDAY)	22	NEWS	C	438,715
LE 10 VOUS INFORME(WEDNESDAY)	22	NEWS	C	438,715
HAWAII 5-0	22	V-1	U.S.	438,715
PARLE' JASE (MONDAY)	21	N.V.	C	418,752
CINE CHOIX	21	V-2	U.S.	418,752
MEDECIN D'AUJOURD'HUIS	20	N.V.	U.S.	398,812
JEUDI 7H30	20	N.V.	U.S.	398,812
OLYMPIADES CAN.	20	SPORTS	C	398,812
PARLE JASE (TUESDAY)	20	N.V.	C	398,812
PARLE JASE (WEDNESDAY)	20	N.V.	C	398,812
A LA CANADIENNE	19	N.V.	C	378,871
LE 10 VOUS INFORME(THURSDAY)	19	NEWS	C	378,871
RANCH A WILLIE	19	N.V.	C	378,871
PARLE JASE (FRIDAY)	18	N.V.	C	358,930
GRANDES PRODUCTIONS	17	V-2	U.S.	338,990
GRANDS SPECTACLES	17	N.V.	U.S.	338,990

V-1 : coded violent with reference to compiled list

V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

3 - violent
12 - non-violent
1 - sport
4 - news

6 - U.S.
14 - Canadian

Table 6

TOP 20 PROGRAMS IN MONTREAL
TEENS 12 TO 17
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON VIOLENT SPORTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE #
SYMPHORIENS	43	N.V.	C	143,564
BERGER	38	N.V.	C	126,870
RUE DES PIGNONS	38	N.V.	C	126,870
PERDUS DANS L'ESPACE	32	N.V.	U.S.	106,870
OLYMPIADES CAN.	31	SPORTS	C	103,499
MEDECIN D'AUJOURD'HUIS	27	N.V.	U.S.	90,144
HAWAII 5-0	26	V-1	U.S.	86,806
CHAMPIONS	25	V-1	B	83,467
GRANDS FILMS	25	V-2	U.S.	83,467
CINE-CHOIX	23	V-2	U.S.	76,790
GRANDS SPECTACLES	21	N.V.	U.S.	70,112
PATROUILLE COSMOS	21	V-1	U.S.	70,112
GRANDE PRODUCTION	20	V-2	U.S.	66,774
JEUDI 7H30	19	N.V.	U.S.	63,435
O'HARA	19	V-1	U.S.	63,435
EN PREMIERE	17	N.V.	U.S.	56,757
AUTO-PATROUILLE	16	V-2	U.S.	53,435
FORGE ST.MAURICE	16	N.V.	C	53,435
FUGITIF	16	V-1	U.S.	53,435
MONDE DISNEY	15	N.V.	U.S.	50,080

V-1 : coded violent with reference to compiled list

V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

9 - violent
10 - non-violent
1 - sports

14 - U.S.
5 - Canadian
1 - British

Table 7

TOP 20 PROGRAMS IN MONTREAL
CHILDREN 2 TO 11
BBM FALL 1974
CENTRAL AREA

PROGRAM	RATING	VIOLENT NON-VIOLENT SPORTS NEWS	COUNTRY OF ORIGIN	ACTUAL AUDIENCE ±
PERDUS DANS L'ESPACE	28	N.V.	U.S.	126,257
SYMPHORIEN	28	N.V.	C	126,257
MUSIC HALL DES JEUNES	27	N.V.	C	121,748
OLYMPIADE CHAN.	26	SPORTS	C	117,239
BERGER	24	N.V.	C	108,220
BAGATELLE	23	N.V.	C	103,711
BUGS BUNNY/ROAD RUNNER	23	V-1	U.S.	103,711
MONDE DISNEY	19	N.V.	U.S.	85,674
HAWAII 5-0	18	V-1	U.S.	81,165
WALT DISNEY	18	N.V.	U.S.	81,165
DANIEL BOONE	16	V-1	U.S.	72,147
PIERRAFEU	16	N.V.	U.S.	72,147
TARZAN	16	V-1	U.S.	72.147
PARTRIDGE FAMILY (MONDAY)	15	N.V.	U.S.	67,638
A LA CANADIENNE	14	N.V.	U.S.	63,129
GRAND SPECTACLES	14	N.V.	U.S.	63,128
PARTRIDGE FAMILY (TUESDAY)	14	N.V.	U.S.	63,128
" " " " " (WEDNESDAY)	14	N.V.	U.S.	63,128
" " " " " (THURSDAY)	14	N.V.	U.S.	63,128
PATROUILLECOSMOS	14	V-1	U.S.	63,128

V-1 : coded violent with reference to compiled list

V-2 : coded violent with reference to TV Guide synopsis

N.V.: non-violent

5 - violent
14 - non-violent
1 - sports

15 - U.S.
5 - Canadian

	SUNDAY	TUESDAY					
5:00 5:30	ELECTRIC COMPANY 1-2-4 N.V. U.S.	YOUTH CONFRONTATION 1-1-2 N.V. C	MINI SERIES 1-2-4 N.V. C	WHAT'S NEW 1-1-4 N.V. C	FLINTON BOYS 4-6-3 N.V. C	[illegible] 3-11-22 N.V. U.S.	[illegible] 2-1-1 N.V. C
5:30 6:00	PARTRIDGE FAMILY 2-10-15 N.V. U.S.	PARTRIDGE FAMILY 2-9-14 N.V. U.S.	PARTRIDGE FAMILY 2-10-14 N.V. U.S.	PARTRIDGE FAMILY 2-9-14 N.V. U.S.	PARTRIDGE FAMILY 2-8-13 N.V. U.S.		[illegible] STRINGS 2-1-2 N.V. C
6:00 6:30	CITY AT SIX 2-1-2 NEWS C	CITY AT SIX 2-1-2 NEWS C	CITY AT SIX 2-1-2 NEWS C	CITY AT SIX 2-1-2 NEWS C	CITY AT SIX 2-1-2 NEWS C	CBC NEWS 3-2-3 NEWS C TAKE TIME 3-2-2 N.V. C	[illegible] DISNEY 3-7-13 N.V. U.S.
6:30 7:00	ONEDIN LINE 4-2-3 N.V.	REACH FOR TOP 3-1-2 N.V. C	BON APPETIT 3-4-1 N.V. C	SPORT QUEBEC 3-2-1 SPORTS C	RUSH AT LARGE 1-1-2 N.V. C	FRIENDS & LOVERS 3-1-2 N.V. U.S.	BEACHCOMBERS 6-2-10 V.2 C
7:00 7:30	B	BLACK BEAUTY 2-2-5 V.2 B	MUSIC MACHINE 2-2-1 N.V. C	HOUSE OF PRIDE 3-1-1 N.V. C	HOWIE MEEKER / CHIPS 3-1-1 / 3-1-3 N.V. / N.V. C / C	MAUDE 5-6-3 N.V. U.S.	IRISH ROVERS 6-1-4 N.V. C
7:30 8:00	M. TYLER MOORE 7-5-4 N.V. U.S.	HAPPY DAYS 4-6-7 N.V. U.S.	NATURE OF THINGS 3-2-2 N.V. C	CAROL BURNETT 7-7-4 N.V. U.S.	ALL IN FAMILY 10-3-5 N.V. U.S.	HOCKEY IN CANADA 7-4-2 SPORTS C	WALTONS 6-3-6 N.V. U.S.
8:00 8:30	THIS IS THE LAW 4-2-2 N.V. C	POLICE STORY 6-5-2 V.1 U.S.	MUSICAMERA 4-4-4 N.V. C		MASH 10-6-5 N.V. U.S.		
8:30 9:00	CANNON 5-2-4 V.1 U.S.			STOMPIN TOM 4-2-1 N.V. C	TOMMY HUNTER 5-2-2 N.V. C		COLLABORATORS 6-2-1 V.2 C
9:00 9:30		FRONT PAGE CHALLENGE 7-2-1 N.V. C		CHICO & THE MAN 4-2-4 N.V. U.S.			
9:30 10:00	LIFE AFTER YOUTH 3-1-4 N.V. C	UP CANADA 3-4-4 N.V. C		ADRIENN AT LARGE 4-4-4 N.V. C	RHODA 7-5-1 N.V. U.S.		MARKET PLACE 5-3-4 N.V. C
10:00 10:30	PEOPLE/OUR TIME 2-1-4 N.V. C	NEWS MAGAZINE 3-4-4 NEWS C	FIRST PERSON 2-4-4 N.V. C	HON. MEMBERS 3-4-4 N.V. C	MAN ABOUT HOUSE 5-3-1 N.V. B	FIREMAN'S STRIKE 6-5-4 NEWS C	OMBUDSMAN 5-1-4 N.V. C

CBFT

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:00	DAKTARI 3-4-10 V.1 U.S.	DANIEL BOONE 3-10-16 V.1 U.S.	MONDE/ DISNEY 3-15-19 N.V. U.S.	TARZAN 3-9-16 V.1 U.S.	POUR TOUS 3-10-13 V.2 U.S.	BAGATELLE 1-11-23 N.V. C	5 D 3-—-+ N.V. C
5:30							
5:30							
6:00							
6:00	NANNY 5-11-11 N.V. U.S.	PRINCE NOIR 4-8-9 V-2 B	COMPORTEMENTANIMAL 4-7-7 N.V. C	TEMPOREL 4-9-8 N.V. C	—	DECLIC 3-7-3 N.V. C	POLITIQUE ACTUALITES 5-—-1 N.V. C
6:30							
6:30	ACTUALITES 24 5-4-3 NEWS C	ACTUALITES 24 5-3-2 NEWS C	ACTUALITES 24 5-2-3 NEWS C	ACTUALITES 24 5-2-2 NEWS C	ACTUALITES 24 5-1-2 NEWS C	TELEJOURNAL 5-4-4 NEWS C	TELEJOURNAL 7-2-2 NEWS C
7:00							
7:00						ARSENE LUPIN 8-13-6 V.2 F	PETITE FACTORY 15-13-11 N.V. C
7:30							
7:30	PIERRAFEU 6-9-16 N.V. U.S.	P'TITE SEMAINE 14-15-12 N.V. C	CONSOMMATEUR AV. 9-7-7 N.V. C	GRANDS FILMS 13-25-7 V.2 U.S.	M. WELBY 10-7-10 N.V. U.S.		MEDICINE DIMANCHE 11-1-11 N.V. C
8:00							
8:00	FORGE ST-MAUR. 15-16-10 N.V. C	SPRINT 9-5-5 N.V. C	SOIREE DU HOCKEY 15-12-4 SPORTS C			SOIREE DU HOCKEY 15-12-6 SPORTS C	
8:30							
8:30	MONT-JOYE 17-15-6 N.V. C	VEDETTES DIRECT 9-7-3 N.V. C			HORS SERIE 10-7-4 N.V. C		
9:00							
9:00	TRAVAIL CHAINE 15-11-4 N.V. C	RUE DES PIGNONS 23-38-11 N.V. C					
9:30							
9:30	TOMA 16-14-2 V.2 U.S.	LE 60 16-8-1 NEWS C		DESTINATION MONDE 7-8-1 N.V. C	DOSSIER 6-3-1 N.V. C		
10:00				FLECHE DU TEMPS 7-3-+ N.V. C			
10:00							
10:30	TELE JOURNAL 11-1-+ NEWS C	TELE JOURNAL 12-1-+ NEWS C	TELE JOURNAL 10-1-+ NEWS C	TELE JOURNAL 8-2-1 NEWS C	TELE JOURNAL 8-3-+ NEWS C	TELE JOURNAL 10-7-1 NEWS C	TELE JOURNAL 8-2-+ NEWS C
11:00							